

Michigan eLibrary Usage and Statistics Report

Fiscal Year 2014 Quarter 3 (April-June 2014)

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I. Executive Summary

This report concerns MeL's quarterly statistics regarding key performance metrics including: Michigan Online Resources for Educators (M.O.R.E.), MeLCat, database searches performed, database sessions, homepage visits, and the performance of certain products purchased by the Michigan eLibrary such as Job and Career Accelerator. This report includes the three new business databases recently purchased: Business Decision, DemographicsNow and Gale Legal Forms as well as the new children's databases from Worldbook, EBSCO and Scholastic (see section X).

Below I compare FY 14 Q3 (April to June) to this same quarter in the previous three fiscal years (2011, 2012 and 2013). Comparing the same quarter to previous fiscal years is an important number; much of MeL's traffic is driven by the academic calendar.

Database searches:

Database Searches This Quarter	Comparing This Quarter to This Quarter Last Year (2013)	Comparing This Quarter to This Quarter Two Years Ago (2012)	Comparing This Quarter to This Quarter Three Years Ago (2011)
6,524,714	-37.33%	-61.72%	-40%

The drop in database searches is due mainly to a drop-off in Academic OneFile and General OneFile usage.

Homepage visits:

Homepage Visits This Quarter	Comparing This Quarter to This Quarter Last Year (2013)	Comparing This Quarter to This Quarter Two Years Ago (2012)	Comparing This Quarter to This Quarter Three Years Ago (2011)
1,646,195	10.02%	7.58%	35%

II. Full Report of MeL Databases Usage:

The numbers below reflect complete database usage for each product as reported by the database provider. In other words, sessions, searches and full text retrieval derived from users who accessed these products from MeL.org, from a library website, from a school website or any other link on a Michigan website to these products are all included.

MeL Database Usage April-June 2014	Sessions	Searches	Full Text
Gale Databases	3,445,267	6,191,665	1,002,599
Chiltons	11,878	N/A	N/A
ProQuest - SIRS Discoverer	29,201	53,548	27,957

ProQuest - SIRS Renaissance	41,324	87,630	68,724
ProQuest - Heritage Quest	16,222	79,572	N/A
ProQuest - eLibrary	43,099	90,967	123,184
ProQuest - eLibrary Elementary	13,765	21,332	33,216
ProQuest-CultureGrams	57,649	N/A	N/A
CivicTechnologies - Business Decision	251	NA	NA
Worldbook - WB Kids	51,873	118,044	263,772
Worldbook - Early World of Learning	20,173	N/A	258,111
Worldbook - EEH (Spanish ed)	4,100	1,988	3,955
EBSCO - Novelist K8 Plus	2,218	7,106	0
EBSCO - eBook K8 Collection	60,623	102,997	7,322
Scholastic BookFlix	475,167	0	678,846
TOTALS	3,658,405	6,524,714	1,255,680
	Sessions	Total Tests	Total Courses
Learning Express	10,812	9,510	1,188
	Sessions	Resumes	Job Searches
JCA	390	55	1,083

III. Gateway Usage

The most heavily used gateways in this quarter are listed below. The access recorded is from all sources (MeL.org and any other website. The gateways contain librarian-recommended websites that are free for all to use along with the database content. The Kids and Teens gateways are heavily promoted within the state of Michigan and are popular in Michigan schools):

	April	May	June	TOTAL
Biz/Jobs	2,774	4,067	1,285	8,126
Books and Literacy	5,771	5,285	2,090	13,146
Michigana	3,606	3,804	1,438	8,848
Health and Wellness	2,556	5,369	919	8,844
Legal	2,033	4,641	806	7,480
Kids	38,024	47,015	12,933	97,972
Teens	12,438	16,022	2,239	30,699

IV. Social Networking

	FB Fans	Twitter Followers	LinkedIn
FY 2014			
Q3	2,353	1,159	837
Q2	2,298	1,142	
Q1	2,200	1,029	
FY 2013			
Q4	2,164	973	820
Q3	2,107	906	

V. Michigan Online Resources for Educators (M.O.R.E.)

Month	Total Visits	Unique Visitors*	Pageviews
April 2014	4,123	3,684	10,620
May 2014	3,996	3,602	10,982
June 2014	4,861	4,072	37,232
Q3 2014 Total	12,980	11,358	58,834
Q3 2013 Total	19,056	14,664	54,460
Q3 2012 Total	19,076	15,532	70,842
Month	# Unique Resources Viewed	Total # of Resource Views	Total # Full Records Pages Viewed
April 2014	969	1,252	5,389
May 2014	856	1,089	4,996
June 2014	804	1,036	7,912
Q3 2014 Total	2,629	3,377	18,297
Q3 2013 Total	2,690	3,611	6,361

VI. Average Sessions of Gale Databases by Time and Day

Below is a map of the average number of sessions for just the Gale databases by time and day. Gale is one of our primary providers and is a good representation of our use. I've highlighted each hour where we had an average of over 25,000 simultaneous users. We had greater usage after 3 p.m. and into the evening than last quarter.

Session Time	Sun	Mon	Tue	Wed	Thu	Fri	Sat
12-1AM	18,601	15,732	21,521	18,233	19,789	22,261	17,409
1-2AM	15,048	16,368	21,185	16,945	17,631	15,908	16,671
2-3AM	17,974	18,454	17,133	14,863	18,042	17,704	15,303
3-4AM	16,359	17,328	14,397	16,652	19,284	18,645	17,355

4-5AM	20,867	12,684	17,449	14,833	16,176	14,644	14,525
5-6AM	25,589	15,781	22,219	14,843	15,374	15,534	14,277
6-7AM	17,151	13,707	17,459	15,188	18,081	16,869	15,653
7-8AM	14,650	19,124	21,738	20,477	21,266	19,501	15,111
8-9AM	15,211	39,253	47,231	44,668	54,054	37,209	14,894
9-10AM	16,431	43,312	46,296	52,148	48,184	39,731	18,406
10-11AM	17,646	46,467	52,896	50,763	49,105	38,670	19,657
11AM-12PM	24,456	46,124	48,251	47,306	44,667	34,932	20,613
12-1 PM	20,397	48,751	46,479	49,954	45,594	38,158	23,893
1-2PM	23,386	46,020	57,101	54,004	48,915	42,254	21,510
2-3PM	28,001	46,195	48,623	48,781	42,532	33,962	24,120
3-4PM	24,712	31,639	32,336	29,525	32,874	24,557	24,520
4-5PM	24,486	30,406	29,195	31,308	26,574	21,687	20,968
5-6PM	26,946	31,108	29,659	26,755	25,519	17,571	22,096
6-7PM	26,210	29,939	28,483	26,662	27,017	20,202	21,970
7-8PM	25,258	32,578	32,202	30,948	23,959	18,665	18,687
8-9PM	28,858	33,399	30,636	29,396	24,729	17,269	19,535
9-10PM	27,480	31,302	29,801	30,832	29,049	17,630	20,126
10-11PM	26,458	28,968	26,539	27,786	24,385	18,739	19,792
11PM-12AM	24,393	21,512	23,397	24,046	24,009	17,262	18,678

VII. Top 20 Counties

Below are the top 20 counties as determined by hit count of the various databases at the MeL.org website and at schools and libraries with private accounts through the vendor Gale. Database sessions with a vendor other than Gale accessed through a school, library or other website are not included. We are working with our other vendors to include that specific data as well.

Count	Hit Count
Oakland	2,286,809
Wayne	336,304
Ingham	194,503
Genesee	174,252
Saginaw	170,182
Kent	147,508
Washtenaw	106,789
Macomb	98,671
Montcalm	87,173
Ottawa	60,216
Isabella	50,350
Kalamazoo	41,435
Lenawee	40,921
Monroe	40,029
Bay	37,521
Muskegon	36,794
St. Clair	27,106
Jackson	23,729

Berrien	15,701
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Mecosta	14,576
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VIII. New Databases: Business and Children's

The new business databases are: Business Decision from CivicTechnologies, DemographicsNow from Gale, and Gale Legal Forms.

The new MeL children's databases are: World Book Kids, Early World of Learning, and Enciclopedia Estudiantil Hallazgos from World Book, two databases from EBSCO: Novelist K8 Plus and eBook K8 Collection and BookFlix from Scholastic.

Business Databases:

Business Decision

	Q3	Q2	Q1
Sessions	251	245	247
Tapestry Reports	170	167	175
Demographics Reports	1,283	1,434	2,020
Consumer Expenditure Reports	417	437	676

DemographicsNow

Demographic Snapshot Comparison	7,693
Demographic Detail Summary	1,048
Demographic Detail Comparison	204
Consumer Expenditure Comparison	170
customreport	155
Rank By Age	135
CEX - Food and Beverage Detail Comparison	132
Business Comparison	81
Simmons Lifestyle Demogs Statements Comparison	71
Age By Sex Comparison	67
Mosaic Household Comparison	63
Basic Demographic Comparison Chart	61
Income Comparison	56

Daytime Population Comparison	52
CEX - Health Care Detail Comparison	47
Simmons Food Products Comparison	44
Household Comparison	44
CEX - Restaurant Detail Comparison	44
Retail Sales Potential Comparison	42
Simmons Health and Beauty Comparison	40

Gale Legal Forms – Top Downloads

General Durable Power of Attorney	81
Quit Claim Deed	68
General Power of Attorney	56
Complaint for Divorce for People with No Children	46
General Durable Power of Attorney for Property and Finances or Financial Effective Immediately	43
Sample Letter for Draft Copy of Last Will and Testament	43
Health Care Proxy as Living Will	42
Living Will Questionnaire	41
Legal Last Will and Testament Form for Single Person with Adult Children	31
Uniform Healthcare Act Form	30
Legal Last Will and Testament Form for Married person with Adult Children	26
Complaint for Divorce for People with Adult Children	25
Residential Property Rental Agreement	25
Complaint for Divorce with Minor Children	22
Order Following Hearing on Petition to Change Name	20
Residential Lease or Rental Agreement for Month to Month	20

Residential Rental Lease Agreement	19
Judgment of Divorce for People with No Children	18
Complaint For Divorce	16
General Power of Attorney for Care and Custody of Child or Children / Temporary Guardian	16
A01 Complaint for Divorce	15

New Children's Databases:

MeL Database Usage April-June 2014	Full text Q3	Full text Q2	Full text Q1
Worldbook - WB Kids	263,772	405,600	247,929
Worldbook - Early World of Learning	258,111	487,937	361,312
Worldbook - EEH (Spanish ed)	3,955	3,068	3,093
EBSCO - Novelist K8 Plus	0	0	0
EBSCO - eBook K8 Collection	7,322	6,962	4,122
Scholastic BookFlix	678,846	465,967	123,450

Over the course of the academic year, EBSCO eBook K-8 Collection increased steadily and Scholastic usage increased 5 fold.

IX. MeLCat Usage and Activity Stats (From MCLS)

Month	Number of items	Number of Bib records	Number of requests	Number of loans	Fill Rate
Apr-14	47,769,273	14,564,548	92,499	84,231	91.06%
May-14	47,769,273	14,609,854	87,344	78,639	90.03%
Jun-14	47,769,273	14,649,930	86,998	76,309	87.71%

Month	Participating Academic Libraries	Participating Public Libraries	Participating School Libraries	Participating Combined	Participating Special	Total
Apr-14	51	332	32	11	9	435
May-14	51	332	32	11	9	435
Jun-14	51	331	32	11	9	434

Month	MeL Databases support requests	MeLCat support: Tickets Created	MeL Database s training sessions	MeL Databases training attendees	MeLCat training sessions	MeLCat training attendees
Apr-14	28	304	1	6	3	25
May-14	19	293	1	4	2	24
Jun-14	35	327	1	3	3	19